

LAKE ONTARIO  
UNITED



LAKE ERIE  
UNITED

# GREAT LAKES UNITED NETWORK 2017 MEDIA KIT PROMOTIONAL OPPORTUNITIES

Contact our Director of Marketing & Communications

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**Proposal Number: GLU-IMS-125-17**

## Great Lakes United Network | the stats

*family friendly online communities over 25,000 members strong*

The Great Lakes United network of communities is composed of over 25,000 devoted individuals interested in sharing their interests and knowledge while helping to preserve and make our lakes as rich and enjoyable for future generations as possible.

- ✓ Started in 2003 and grown to over 25,000 members strong
- ✓ 10,000,000+ yearly page views from over 185 countries (90.4% USA, 7.7% CAN)
- ✓ 96% Male Demographic (2.8% ages 18-24, 63.2% ages 25-45, 34% ages 46+)
- ✓ 30,000+ Facebook Fans
- ✓ Average 5-25 new members every day (seasonal)
- ✓ Brand recognition, site credibility, and engaged and passionate members
- ✓ Cutting edge web technologies including new mobile apps for iPhone & Android
- ✓ Family friendly online environment that is safe for all ages

We are a community composed of professional and amateur fishermen; charter captains; environmentalists; hunters; outdoor enthusiasts; and men, women, and children of all ages interested in everything mother nature has to offer. We are proud to be the home of some of the top anglers on the Great Lakes.

It doesn't stop at lake fishing either. We have many hunters, as well as river, stream, creek, inland lake, and ice fishermen.

**Simply put, our members eat, sleep, and breathe everything to do with the outdoors.**


Sportsmen spent \$122.3 billion on their activities, which equated to  
1 percent of the total Gross Domestic Product.

(U.S. Department of the Interior, Fish and Wildlife Service, 2006 National Survey)

## The Smarter Choice vs Print and Radio

### BLOW AWAY YOUR COMPETITION

We blow away print magazine and radio ads with many exciting opportunities to raise awareness. Our ad spots are a low-cost way to market your goods and services site wide for one low price! If you choose to advertise on all three of our sites, that's over 100,000 pages and growing! See why we are the smarter choice.

<b>BUDGET COMPARISON</b> \$500 BUYS WHAT?	<b>PRINT MAGAZINES</b>	<b>RADIO ADS</b>	
<b>REACH</b> HOW MANY PEOPLE SEE YOUR AD	Ad size 1/4 page or less, seen by less than 10% of distribution.	30 second or less radio spot on non-drive time hours.	Prime ad spots on tens of thousands of pages running any time of the day or night. Internet is main source of research for decision makers today.
<b>STICKINESS</b> HOW MANY PEOPLE REMEMBER YOUR AD? ADS NEED TO BE SEEN ON AVERAGE 6 TIMES TO BE REMEMBERED	Little to NO stickiness. Users don't see ad enough times to stick. They are lucky to see ad even once (<10%).	Little to NO stickiness. Listener needs to have the radio on the right station at the right time to even hear ad once.	Your ad is seen and displayed during PRIME viewing hours throughout our sites. People have the opportunity to not only remember your ad, but can also use it to navigate directly to your site by clicking on it.
<b>DEMOGRAPHIC</b> TARGETING THE RIGHT USER BASE	Is the magazine free? Is your ad displayed on every page? These factors mean your ad is probably not getting seen by the right people at the right time.	Typically targets the general population, so often many of the people you're paying to reach are not your target audience.	We offer a highly targeted population: <b>96% Male Demographic</b> <b>63.2% ages 25-45, 34% ages 46+</b> <b>90.4% USA, 7.7% CANADA</b> <b>100% Interested in fishing and the outdoors</b>
<b>VALUE</b> MEASURABLE RESULTS. WHO REALLY GIVES YOU THE MOST FOR YOUR MONEY?	Expensive for little to no impact. No measurable results.  Why waste your money?	Expensive for little to no impact. No measurable results.  Why waste your money?	<b>Most Reach, Highest Impact, Targetable Demographic, Measurable Results = BEST VALUE HANDS DOWN</b>

**Value Summary:** Online advertising through the Great Lakes United Network provides the opportunity to cost-effectively reach a very targeted audience that will be exposed to your message enough times to make an impact. We can also create your banner ad for you free of charge with your advertising commitment, eliminating the production costs typically associated with launching an ad campaign. **When it comes to Print vs. Radio vs. the Great Lakes United Network - it's an easy decision.**

33.9 million U.S. residents 16 years old and older went fishing and/or hunting.  
(U.S. Department of the Interior, Fish and Wildlife Service, 2006 National Survey)

## Premium Promotional Opportunities

- ✓ Banner ad displayed site wide in desired location
- ✓ Link featured on Advertisers Page
- ✓ Access to post directly in Advertisers Forum
- ✓ Official Advertiser Badge on username
- ✓ Links to your website in your signature which appears with every post you make
- ✓ Access to update your banner image any time
- ✓ Reports so you can track and measure results
- ✓ Ability to set up RSS feed imports to automatically display your new content directly in the forums
- ✓ Email Marketing and Social Media Posts also available



OUR MOST POPULAR PLAN			
FOOTER BOTTOM OF SITE	SIDEBAR SIDE COLUMN	HEADER TOP OF SITE	ALL SPOTS FOOTER, SIDEBAR, AND HEADER
<b>\$3</b> per day	<b>\$4</b> per day	<b>\$5</b> per day	<b>\$12</b> per day
<b>\$20</b> per week 5% discount included	<b>\$27</b> per week 5% discount included	<b>\$33</b> per week 5% discount included	<b>\$80</b> per week 5% discount included
<b>\$81</b> per month 10% discount included	<b>\$108</b> per month 10% discount included	<b>\$135</b> per month 10% discount included	<b>\$324</b> per month 10% discount included
<b>\$876</b> per year 20% discount included	<b>\$1168</b> per year 20% discount included	<b>\$1460</b> per year 20% discount included	<b>\$3504</b> per year 20% discount included

**Flex Pricing:** Our flexible pricing model accommodates short notice campaigns that need maximum impact for the best value. Our prices and ad sizes are consistent across all three websites, so sign up for one site or seamlessly reach members of all three sites by signing up for three individual packages. **We can have your ad up and running within 10 minutes.** Real-time ads, for real-time results.

33.9 million U.S. residents 16 years old and older went fishing and/or hunting.  
(U.S. Department of the Interior, Fish and Wildlife Service, 2006 National Survey)

# Banner Placement Options

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The screenshot shows the Lake Ontario United website with several banner placement options highlighted:

- Header Banner 728x90 px**  
\$5/day 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days
- Sidebar Banner 300x250 px**  
\$4/day 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days
- Footer Banner 728x90 px**  
\$3/day 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

**Added benefits of advertising:**

1. Banner ad appears site wide.
2. Rights to post in sponsors forum promoting your products & services.
3. Full control over campaign to update banner ad any time.
4. Recognized as official advertiser.
5. Website link in your signature to promote products & services.
6. Free banner creation if needed.
7. Listed on official advertiser page.

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Website Proudly Designed & Hosted by BlueEye Design Co. | Marketing by Practical Productions  
Support | Sponsorship Opportunities | Contact Us

More Americans fish than play golf and tennis combined.  
(National Sporting Goods Association. Sports Participation in 2000)



# Banner Placement Options

# LAKE ERIE UNITED

The screenshot displays the Lake Erie United website interface. At the top, the site's logo is on the left, and navigation links for 'Existing user? Sign In' and 'Sign Up' are on the right. Below the header is a main navigation bar with links: Home, Fishing, Hunting, Classifieds, Gallery, Groups, and View New. A secondary bar includes Forums, Calendar, and Captains / Guides. The main content area features a large 'Header Banner' (728x90 px) with a \$5/day price tag and a 5% to 20% discount scale. To the right, there are 'Topics' and 'Upcoming Events' sections. A 'Sidebar Banner' (300x250 px) is positioned on the right side of the main content area, with a \$4/day price tag and the same discount scale. At the bottom, a 'Footer Banner' (728x90 px) is shown with a \$3/day price tag and the same discount scale. A central text box lists the benefits of advertising.

**Header Banner 728x90 px**  
**\$5/day** 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

Welcome to Lake Erie United

Welcome to Lake Erie United - Introduce Yourself  
On behalf of all the friends and family of Lake Erie United, we would like to welcome you to the site! Membership is [free to join](#) and we happily welcome all those interested in Walleye, Bass, Perch, Trout, Musky and the many other species swimming in our waters.

150 posts

Back to eerie  
Re-Klein-eR  
Friday at 8:57 AM

Free Admission to BOSS  
BlueEye  
18 minutes ago

Sturgeon Point perch  
lineman49  
2 hours ago

Catt. troll  
pap  
15 March

ports live from on

Crankbait Charac-  
teristics ...  
pap  
Friday at 4:36 AM

What upgrades  
Do You have ...  
JustFishin.....  
Monday at 9:22 PM

**Added benefits of advertising:**

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2. Rights to post in sponsors forum promoting your products & services.
3. Full control over campaign to update banner ad any time.
4. Recognized as official advertiser.
5. Website link in your signature to promote products & services.
6. Free banner creation if needed.
7. Listed on official advertiser page.

**300x250 px**  
**Sidebar Banner**  
**\$4/day** 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

**Footer Banner 728x90 px**  
**\$3/day** 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

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87.5 million U.S. residents, ages 16 and older, participated in wildlife-related recreation.  
(U.S. Department of the Interior, Fish and Wildlife Service, 2006 National Survey)

# Banner Placement Options



The screenshot shows the Great Lakes Fisherman website interface. At the top, the logo and navigation links are visible. The main content area is divided into sections for General Discussion, Fishing Tales, Recipes, Outings, Photo Corner, Great Lakes Weather, and Sound Off. A central black box lists the benefits of advertising. To the right, there are sections for Topics and Upcoming Events. At the bottom, a footer banner is highlighted.

**Header Banner 728x90 px**  
**\$5/day** 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

**Added benefits of advertising:**

1. Banner ad appears site wide.
2. Rights to post in sponsors forum promoting your products & services.
3. Full control over campaign to update banner ad any time.
4. Recognized as official advertiser.
5. Website link in your signature to promote products & services.
6. Free banner creation if needed.
7. Listed on official advertiser page.

**300x250 px**  
**Sidebar Banner**  
**\$4/day** 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

**Footer Banner 728x90 px**  
**\$3/day** 5% OFF 7 days, 10% OFF 30 Days, 20% OFF 365 Days

There are always new places to go fishing. For any fisherman, there's always a new place, always a new horizon.  
(Jack Nicolas)

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## READY TO GET STARTED?

Manage Campaign Yourself

*~ get your campaign up and running in 10 minutes ~*

<http://adnetwork.greatlakesunited.com/>

OR

Contact our Director of Marketing & Communications



585.705.1729



[media@greatlakesunited.com](mailto:media@greatlakesunited.com)